

PASADENA

P.A.M. FILE

Tournament of Roses, 1942

Reference

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# Tournament of Roses

The Star-News  
The Pasadena Post  
Pasadena, California



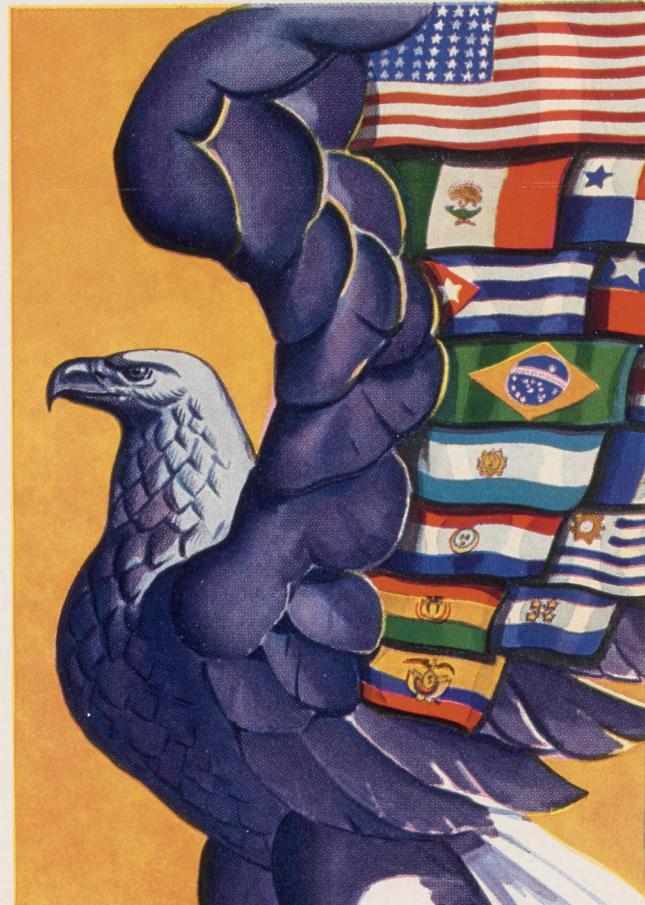
*Long Beach*  
PROUDLY INVITES  
THE PEOPLES OF THE  
*Americas!*

COME... thrill to the novel vacation adventure that Long Beach offers in 1942. Enjoy a new attraction added to those far-famed of beach and bay—the glorious spectacle of freedom's defense activity. See the prolific production of precious oil... of fighting ships and cargo ships for both the air and sea. Go home refreshed... with faith affirmed that ALL the Americas forever

shall be free!

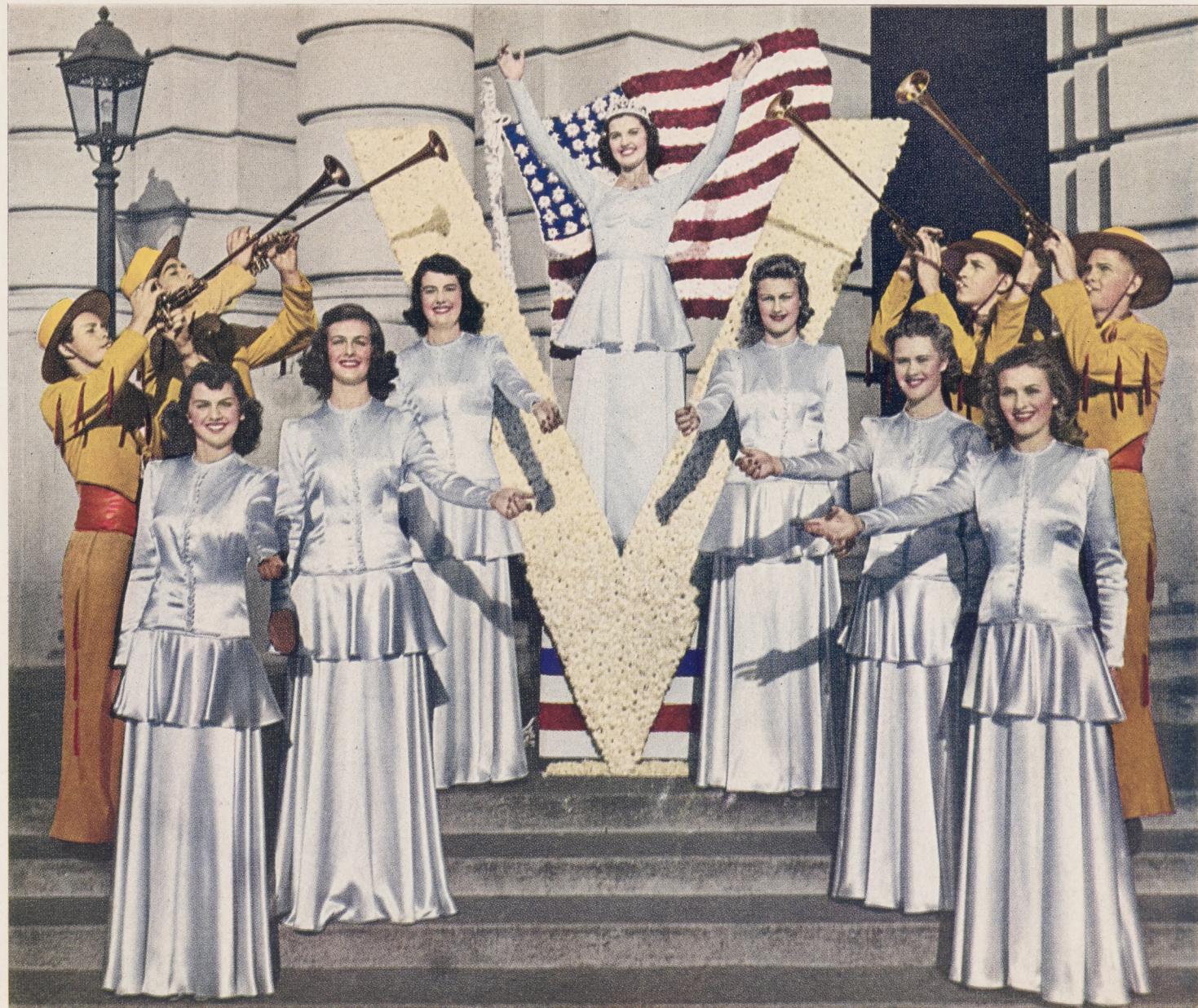


*The Long Beach "Americas in Flowers"*  
float in the 1942 parade with its striking eagle, globe and flags was designed  
by Miss Eva Sullivan. The theme interpretation here is by Alfred Danfelt.



# Victory Queen Presents Defense Princesses

**V**ICTORY Queen Dolores Jean Brubach, with arms extended in a V greeting to the world, presents the Tournament for Victory's Royal Court: left to right, Princess Helen Creahan of the Armed Forces; Princess Patricia Lee of Agriculture for Defense; Princess Clare Blackwell of Health and Welfare; Princess Doris Burns of Defense Stamps and Bonds; Princess Patricia Wiseman of Industry for Defense and Princess Barbara Forbush of Civilian Defense. Captivating the interest of the Americas, they find themselves not de-throned by war but projected by events into a realm greater than that ruled by any previous Royal Court. Theirs was not the passing accolade of shouting spectators but the knowledge that each had become an American "War Poster Girl," with success measured in mounting sales of Defense bonds, in gifts to the Red Cross and War Chests. More than ever before the Tournament of Roses had become a national institution, an inspiration for invigorated patriotism and service, proving itself again to be the equal of events.



# Southerners' 'Unusual Weather' Looks Like Rain



A. P. Wirephoto.

**SOUTHERNERS BORROWED** a Southern California "unusual weather" phrase, and Pasadena's famous "Tournament weather" luck failed, when morning mist turned to rain for the Rose Bowl game at Durham. Scalpers lost heavily on tickets, one man who had invested \$2,200 on a block offering \$4.40 pasteboards at the last for \$1.00 each. There were a few vacant seats. Oregon

State welcomed the wet turf. Critics of Pasadena game traffic may be consoled. Despite every advance precaution, Durham's traffic congestion was really acute. It's difficult to catch up on Pasadena's 52 years' experience in traffic handling in two weeks time, but Durham did its best. Police were imported from throughout the state. Fans began arriving, Pasadena-like, before dawn.

# Don Durdan Scores Oregon State's First Touchdown



A. P. Wirephoto.

**DON DURDAN, RIGHT HALFBACK**, crosses the Duke goal line after a 15-yard run for the first Oregon State touchdown in the first period of the Rose Bowl game. Duke men shown above are Leo Long (32) fullback, Tom Davis (30) left halfback, Bill Byrd (18) halfback. The score climaxed a 52-yard drive. Warren Simas, Oregon State, converted. Oregon State once earlier in

this period had threatened to score but was held on the Duke 15-yard line. This was the Beavers' first Rose Bowl bid in history and, rated underdogs, they participated in Pasadena's "Tournament for Victory" by smashing home. Twice in the lead, twice tied, they forged ahead with increasing power which Southerners hoped "couldn't last." But it did. (Stories on Pages 15, 18 and 30.)



## Color Sketches Show Floats That Were to Be

TWO of Floats That Had Been Planned for this New Year's. Artists' sketches give some idea of how the pageantry of "The Americas in Flowers" would have looked had not the floral parade been cancelled. At the left, above, an artist's concept of the Queen's barge, on which the Queen and the Princesses of her Court would have ridden, against a background plaque showing the Western hemisphere in flowers. At right, sketch of the float entered by Pasadena Post, No. 13, American Legion, bearing the slogan, "Unity for Defense." An airplane, in flowers, flies through a floral V-for-victory. Artists' sketches of some other floats that were being prepared appear on succeeding pages.



# Pasadena Tournament for Victory

THIS book salutes the Pasadena Tournament for Victory. Which means a salute to the certain victory of the United States of America in its just cause; the war for freedom.

For reasons of military expediency, to avoid the congregation of nearly a million persons in Pasadena on New Year's Day, the annual Tournament of Roses parade and Rose Bowl game could not be held here this year. But in spirit, in the new spirit of victory in the war that has been thrust upon America, the Tournament has gone on.

This was because the people of Pasadena, the fabled winter floral fete capital of fifty-three years, wished to maintain the perpetuity of their Tournament. They wanted to tell the world they were carrying on; they desired the country to know that they were well and happy and doing what they could to win the war, urging others on. So the idea of the Tournament of Victory was born.

The Rose Bowl football game, with Duke University and Oregon State College as the protagonists, was shifted to Durham, N. C., the seat of Duke University. Although whisked across the continent, it was still the Tournament of Roses game, under Tournament patronage, and was played on New Year's.

Meanwhile, in Pasadena itself, with its message going out to all the world, the 53rd annual Tournament of Roses proceeded, in fancy, as the Tournament of Victory. It was the idea that instead of a floral parade through Pasadena streets, there would be a parade of Defense Bonds, guns, fighter planes, bombers, that would lead straight to Tokyo and Berlin. The donors would be people from all over the United States, contributing to the national war effort through agencies in their cities, as Pasadenans were doing in theirs. So, though the parade this New Year's day would be an unseen one, the war effort to which the Victory Tournament was dedicated would be far from mythical.

By press and radio the nation was told of the idea of the Tournament for

Victory, invited to join the procession. The Queen of the Rose Tournament became the Victory Queen. Parade banners would be awarded Pasadena's sister cities over the land which reported great enrollment.

For many years The Pasadena Star-News and The Post have published this annual Tournament Book and do so this year, notwithstanding; in a participation in the continuity of the Tournament of Roses and a toast to ultimate Victory!



Kay Kyser, Honorary Grand Marshal, and  
Robert M. McCurdy, Tournament President.



Colorado Street, Pasadena, as it would have looked had there been a parade.



ROBERT M. McCURDY  
President



JAMES K. INGHAM  
Vice-Pres.



FRANK M. BROOKS  
Secretary



MAX TURNER  
Treasurer



WILLIAM DUNKERLY  
Manager



RAY C. MAPLE  
Asst. Mgr.



C. ELMER ANDERSON  
Executive



GEORGE S. CAMPBELL  
Executive



MAX COLWELL  
Publicity



ELDON J. FAIRBANKS  
Decorative



GLENN J. GREENE  
Radio



HAROLD M. HINES  
Queen's



L. C. KENWORTHY  
Post-Parade



LATHROP K. LEISHMAN  
Executive



HARLAN G. LOUD  
Executive



J. W. McCALL, Jr.  
Executive



DRUMMOND J. McCUNN  
Judging



C. W. NORRIS  
Information



STEPHEN W. ROYCE  
Guests



HAROLD C. SCHAFER  
Chief of Staff



GEORGE L. SCHULER  
Traffic



DR. RUSSELL E. SIMPSON  
Participants



CHARLES A. STRUTT  
Executive



E. FELTON TAYLOR  
Trophies



LOUIS R. VINCENTI  
Football



WILLIAM P. WELSH  
Parade



CARL G. WOPSCHALL  
Guests



D. M. LINNARD  
Honorary



FRANK G. HOGAN  
Honorary



W. F. CRELLER  
Honorary



B. O. KENDALL  
Honorary



J. R. H. WAGNER  
Honorary



H. M. COLE  
Honorary



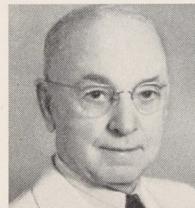
E. D. NEFF  
Honorary



CYRIL BENNETT  
Advis. - Honorary



J. J. MITCHELL  
Honorary



DR. Z. T. MALABY  
Honorary



LEWIS H. TURNER  
Honorary



E. T. OFF  
Honorary



C. HAL REYNOLDS  
Football

## Directors

Here are the Officers and Directors of the Pasadena Tournament of Roses Association. They are the men who make the fabulous rose pageant click. They had planned a gorgeous parade for this year. Heading the Association this year has been Robert M. McCurdy, president, a distinguished veteran of the first World War. Honorary directors include many past presidents.

# Honor Roll of 53rd Annual Rose Parade

Here, but for cancellation of the event as a military precaution following Japan's treacherous war, would have been the order of the 53rd annual Pasadena Tournament of Roses parade, depicting "The Americas in Flowers." It is printed here in memory of what might have been; as a sort of Roll of Honor in the Tournament for Victory:

Trumpeteer  
Al Shureen  
Color Bearers  
Title Banner  
Chief of Staff  
Harold C. Schaffer  
Pasadena Junior College Tournament of Roses Band  
Grand Marshal  
Kay Kyser  
Adjutant  
William E. Alworth  
President  
Robert M. McCurdy  
Theme Banner  
Queen's Banner  
Queen's Float  
Staff Aides  
James B. Boyle  
Stanley L. Hahn  
Stetson B. Harman  
Allan F. Clark  
Decorated Car—City Directors

## DIVISION I

Banner  
Division Marshal  
Division Aides  
Honorary Division Marshals  
Los Angeles County Band  
Republic of Mexico  
City of Glendale  
Marshal  
Oregon State College Band  
Oregon State College

Los Angeles Times  
Portland Rose Festival Association  
Marshal  
Bonham Brothers Boys' Band  
San Diego  
Hotels Huntington and Vista  
Standard Oil Co. of California  
Banner

## DIVISION II

Division Marshal  
Division Aides  
Honorary Division Marshals  
Long Beach Junior College  
"Viking" Band  
Long Beach  
National Exchange Clubs  
Altadena  
Marshal  
Santa Barbara High School Band  
Santa Barbara  
Ontario  
Helms Bakeries  
Native Sons and Daughters  
Marshal  
Elks Symphonic Band  
Pasadena Lodge of Elks, No. 672  
Lions International  
Santa Clara County  
Marshal  
Compton Junior College "Tarter" Band  
City of Compton  
San Francisco  
Duke University

## DIVISION III

Division Marshal  
Division Aides  
Honorary Division Marshals  
Burbank High School Band  
City of Burbank  
Kiwanis International  
Ben Hur Products Inc.  
Marshal  
Ventura Junior College Band  
City of Ventura  
Van de Kamp Bakeries  
Boy Scouts of America  
Marshal  
John Marshall Junior High School Band  
Sierra Madre  
Insurance Company of North America  
Metropolitan Water District  
Marshal  
Salvation Army Band  
Salvation Army  
Pasadena Water Department  
Dr. W. J. Ross Company  
Marshal  
Band from the University of California at Los Angeles  
City of Los Angeles  
Pasadena Merchants Association  
Alhambra

## DIVISION IV

Division Marshal  
Division Aides  
Honorary Division Marshals  
Fullerton Junior College "Hornet" Band

Laguna Beach  
Optimist International  
Market Basket  
Marshal  
Loyola University Band  
City Light and Power Department  
L. A. County Board of Supervisors  
Pasadena Post, No. 13, American Legion  
Marshal  
Band of the Golden West  
Pasadena City Schools  
Curry's Camp Baldy  
Las Vegas

## DIVISION V

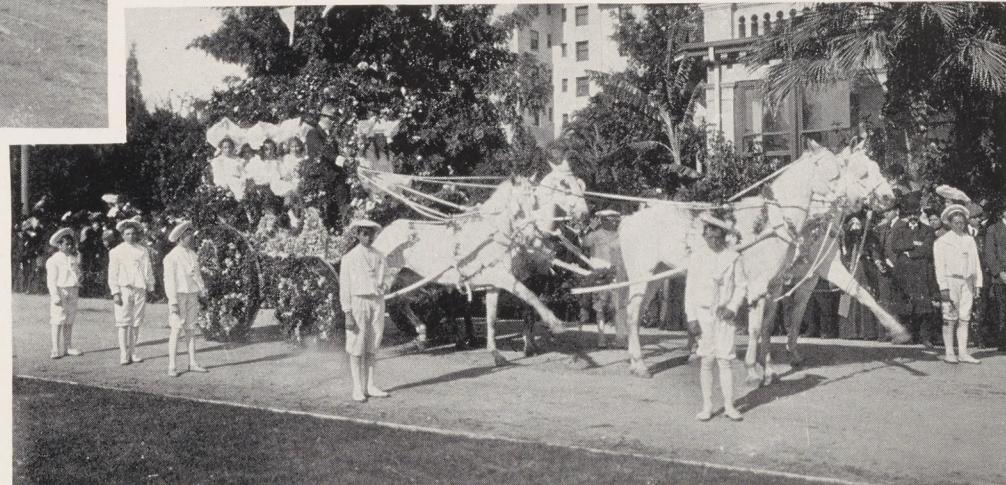
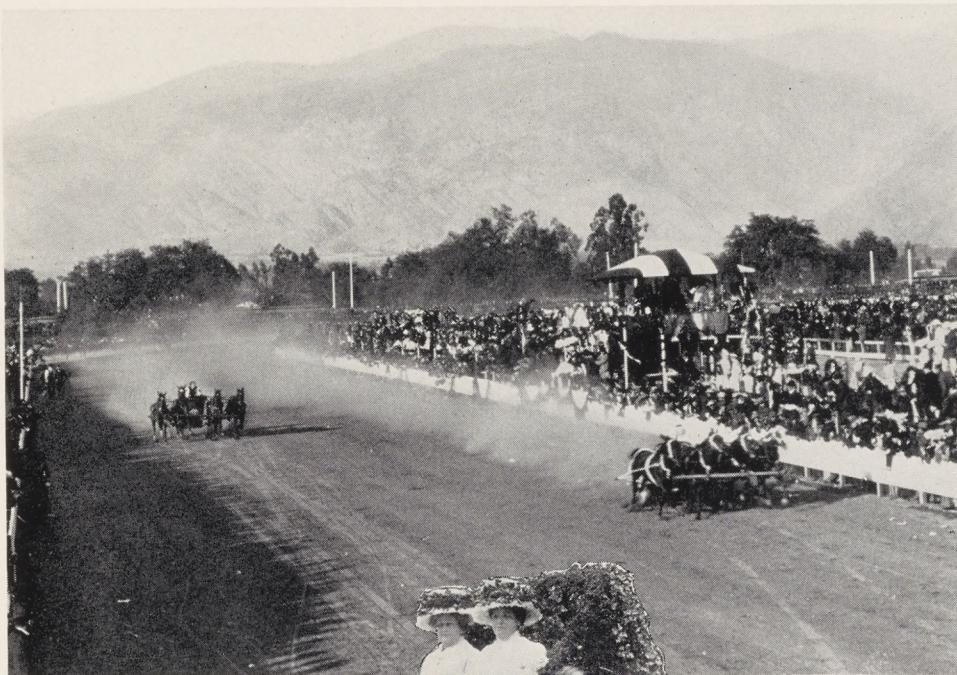
Division Marshal  
Division Aides  
Honorary Division Marshals  
Sheriff's Boys' Band  
Arcadia  
Rotary International  
Uptown Chevrolet  
Marshal  
Los Angeles County Fair  
San Pedro  
Aeronautical Lodge No. 727  
Pasadena Clearing House Association  
Marshal  
Herb Wilkins' Concert and Swing Band  
National Orange Show  
Junior Chamber of Commerce  
U. S. Army Air Corps, March Field  
Pasadena Chamber of Commerce  
Pasadena Junior College Music Association

# *From the Rose Tournament's Old Family Album*



HERE are pictures of Tournaments of yesteryear. When a flower-bedecked tally-ho, drawn by, what the poets call, prancing steeds and with pretty girls as passengers, were hotcha entries in the parade. When a thinly-disguised farm wagon held up the world and proclaimed: "Pasadena, Best on Earth." When baby and his buggy—baby festooned by smiles, the buggy by flowers—were in the procession. And among the pedestrians was a one-man float gotten up as "The Stars and Stripes Forever."

## *More Views from the Tournament's Family Album*



BY NOW the automobile had come. Had come, as it transpired, to stay. Here was an electric phaeton, a fashionable vehicle of the period; enmeshed by flowers, enthroned by two proud ladies. Year by year automobiles in the parade increased. Yet boy bicyclists still wove garlands in their wheels and rode in the

parade. Queens and princesses, clad in Greco-Roman robes, sat in the reviewing stand. Chariot races at Tournament Park and other equestrian features provided afternoon thrills on New Year's, not football. Finish of one of the chariot races is shown here, with the Sierra Madre mountain range in the background.

# How Magnificent Rose Jete Floats are Built



**H**OW to Build a Float: Having adopted a design, a sheltered place is found in which to build the float. Warehouses, tents, are usually used. The skeleton of the float is built from wood, chicken wire and other devices. (See Picture 1.) Figures or edifices on the floats are fashioned from wire. (See Picture 2.) All flowers and greenery used must be fresh-grown, and it is against Tournament rules to use artificial coloring. Sometimes flowers are entwined on the wire-mesh, but often the entire float surfaces are covered with paper (See Picture 3) and the flowers are literally pasted on, with old-fashioned glue. Flowers arrive at the last possible moment and require sorting and arrangement by the float-building crew. (Picture 4.) Views shown here are not, necessarily, of the same float. A completed float, in the parade, is shown in Picture 5, which happens to be a front-view of Santa Barbara's entry last year.

# How a Tournament Queen and Court are Chosen



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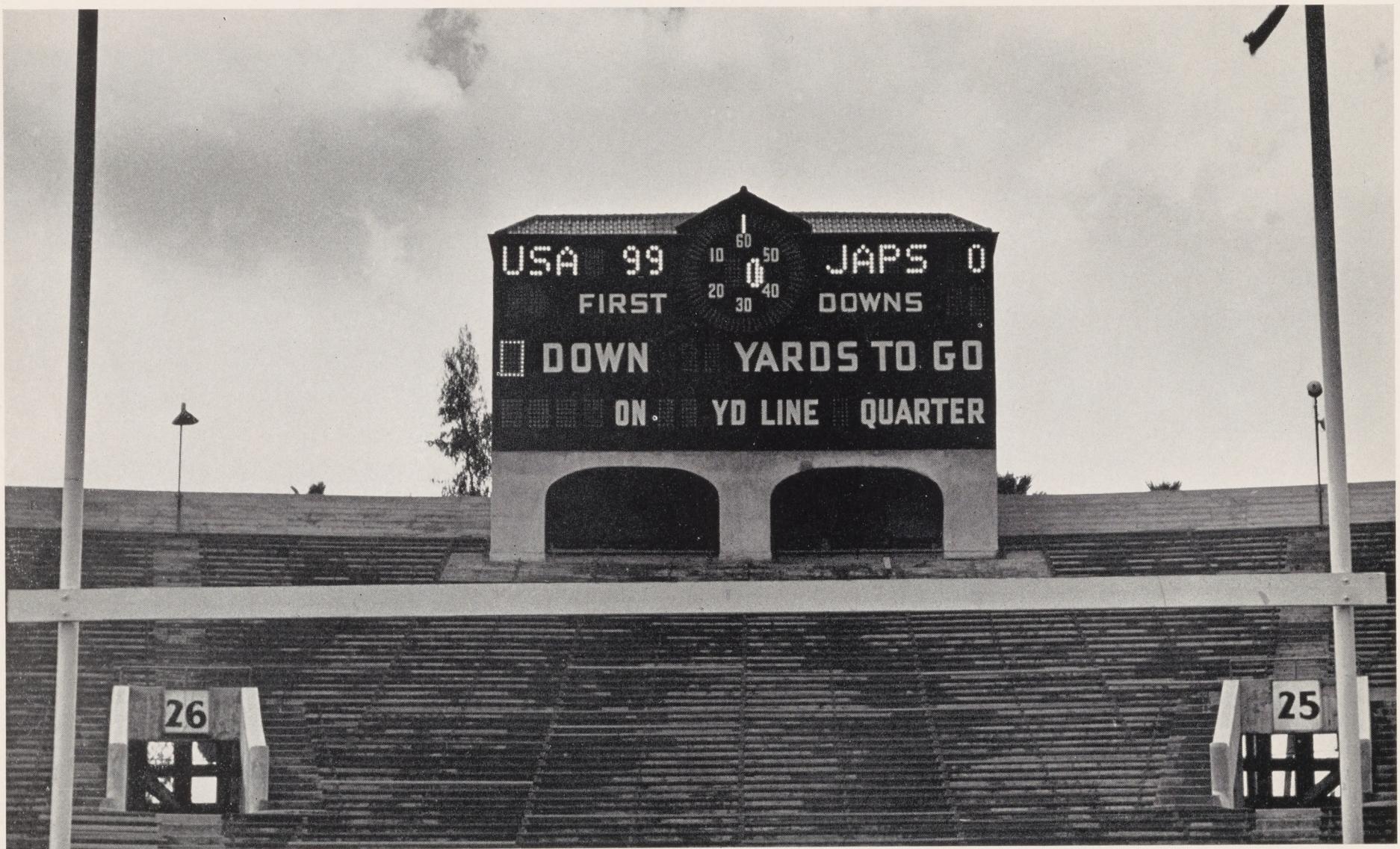
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4

CONSIDER Pasadena Junior College, a co-educational institution with a thumping enrollment of 7,000. The boys can go out for football or try for their bars in the R.O.T.C., but only a girl can go out for Queen of the Pasadena Tournament of Roses. Eligibles must be young women in the college grades who are up in their studies, nominated by their teachers. Then the Queen's committee of the Tournament visits the campus; meets and sees the eligibles (picture 1). In conformity with rules laid down by tradition and the Tournament Association itself, the candidates go through an elimination competition. The process is democratic. Every girl is merely a number; family, influence, count not at all. The field narrows until, at last, only seven co-eds remain. From the seven the Queen finally is chosen by ballot; the six other finalists become Princesses of her Court. The competition for Queen considers all the personable qualities a Queen should have, and such qualifications as poise, posture, diction and speaking voice (picture 2). Chosen Queen of the 1942 Tournament was Miss Dolores Jean Brubach. She becomes the Victory Queen. Here she is shown in a close-up, wearing her royal crown (picture 3). And with the beautiful Princesses of her Court (picture 4), amid the winter sun.

# Pasadena's New Year Greetings to The World



THIS IS THE WORLD-FAMOUS ROSE BOWL, a permanent flower-lined amphitheater in Pasadena's Arroyo Seco. It is empty. On this New Year's Day it was empty of its 95,000 cheering football fans because it was thought militarily inexpedient, at this particular time, to have in Pasadena such a concourse of people as would be attracted by the rose parade and game. Yet the

scoreboard in this empty Bowl tells a story: U. S. 99, Japan 0. The final score will be much bigger than that, and American people are helping our soldiers, sailors and flyers to pile it up. The Rose Bowl may seem empty but figuratively 132,000,000 citizens of the United States are there cheering; part of the symbolism of the Pasadena Tournament of Victory January 1, 1942.



Floral Fantasies  
Hail  
Hemispheric  
Unity and  
American Homes

MORE artists' sketches of 1942 New Year floats that would have been. Above, two personable young women, representing South and North America, respectively, stand "United" in a lovely garden, amidst lovebirds made of flowers. This was the entry of the Market Basket, one of the business concerns that had planned elaborately beautiful entries in the Tournament. At right, Los Angeles County's entry, in behalf of the County Fair, and symbolizing "The American Home." The float, with its backdrop of Mt. Baldy and other mountains, would have lent itself to a striking and natural floral artistry.





A. P. Wirephoto.

Gene Gray, right, of Oregon State scores the winning touchdown in Rose Bowl game on a long pass in the third period, racing across the line standing up. Duke men are Storer (22) and Long (32). At top, Tom Davis, left halfback (30), of Duke gains six yards and first down in one of the thrilling moments the South gave the West. Bob Saunders (92) of Oregon State figures in this exciting play. Note Davis' cleats digging into the turf as he adroitly side-steps.



*South Furnishes  
a Thrill*

*West's Winning  
Touchdown*

# Beavers Thump Duke 20-16 In First Bowl Victory

By R. C. SAMUELSEN



Lon Stiner

DURHAM, N. C., Jan. 1.—The team that didn't have a chance realized its most cherished dream here today. Abused and ignored last summer as a hopeless outsider in the Pacific Coast Conference race, the Beavers of Oregon State College not only won their first Rose Bowl bid in history, but again made the "experts" predictions laughable by defeating the previously unbeaten and untied Duke University Blue Devils 20 to 16 in the 27th renewal of the annual Tournament of Roses football classic.

Southern hospitality, which all but overcame the Western visitors who came to tobacco land's capital here for today's game, even extended as far as providing the Beavers with their favorite weather—rain. But it wasn't the weather that won for Coach Lon Stiner's gallant orange-clad players. Nor was it luck. It was a well-earned victory, gained from sound, powerful football; gained from a deep-rooted determination to win a place in the football sun for their Alma Mater after many frustrated years, despite the taunts of prominent sports writers and a 1-to-4 underdog role; gained from the inspirational, spark-plug play of a little 172-pound southpaw halfback named Don Duran, a baby-faced boy who has never had a date with a girl and who was magnificent today, easily outplaying Steve Lach, Duke's All-American, who is rated as the most versatile back in Blue Devil history; even exceeding Eric Tipton and George McAfee, who played in the 1939 Rose Bowl game, and Ace Parker.

It was strictly a case of give and take as Oregon State and Coach Wallace Wade's Duke gridders, suited in solid blue array, alternated as Alphonse and Gaston all afternoon in scoring. But it was the Beavers who always showed the way by putting over a touchdown in the first period and two more in the third, while Duke made a touchdown in each of the second and third quarters and finished off the day with a safety in the final quarter. Never during the game did the Blue Devils lead. Although they twice tied the Beavers, at 7-all and later 14-all, so fast did the action move, particularly in the third quarter, with first one team and then the other making startling offensive maneuvers, press box occupants had difficulty keeping correct notes and repeatedly checked each other with, "Who did it?" The problem was aggravated by the wet turf as the players' numbers became more and more indistinguishable.

## DUKE'S BACK TO WALL IN FOUR MINUTES

The game was but four minutes old when the Beavers had Duke with its back to the wall after George Peters recovered Tom Davis' fumble of the opening kickoff for Oregon State on Duke's 29-yard stripe. They reached the Blue Devils' 14-yard line before being held and, inspired by their ability to gain through Duke's forward wall, a touchdown resulted before the period was over. With the ball on his own 41-yard stripe, Duran got off a sensational kick, good for 58 yards net, which went out of bounds on Duke's 1-yard line. Lach returned the compliment with a long punt from behind his own goal line and it was Oregon State's ball on its own 49.

Bob Dethman and Duran combined to make a Beaver first down on Duke's 39. Joe Day picked up nine yards in two successive plunges and, aided by an 8-yard contribution by Duran,

the Beavers continued with a vicious charge to the Duke 15. At this point the steady drizzle, from which the 56,000 near sell-out crowd was protected by a canopy of umbrellas, had stopped, but Oregon State had not. Duran faded back to pass and the Blue Devils rushed to cover the eligible receivers, so the fast-thinking Duran didn't pass. He caught the host eleven completely flatfooted and ran, comparatively easily, 15 yards to the game's first touchdown. (Wirephoto on Page three.) Warren Simas, the place-kick specialist, was rushed into the fray to convert and did as coolly as the "ice man" he is called. The dyed-in-the-wool press box Easterners and Southerners gasped. It must have been "one of those things." It couldn't last, they concluded.

## BLUE DEVILS SMASH 70 YARDS DOWN HILL

Their conviction was borne out, for fleeting minutes, when the Blue Devils showed their first offensive flash of the day by bowling down the field 70 yards to even the count in no more time, seemingly, than it takes to tell about it. Taking possession on its own 30, Duke was on Oregon State's 9-yard marker largely because of Davis' 29-yard burst and a 22-yard contribution by Lach. In three plays the ball was over. Fullback Winston Siegfried made 2, Davis 4, and then the Blue Devils finessed a beautiful reverse, Davis to Lach, with the All-American getting credit for the six points.

Duke had its own "ice man" in Bob Gantt who calmly converted to tie the score at 7-all.

That finished the scoring for the half, and it appeared at that stage that the Blue Devils would be the eventual winners, for in the second period's closing stages Wade uncovered a passer in Bobby Rute who sent shivers up the Oregon Staters' backs. He threw with exceptional accuracy for 40 and 50 yards. Receivers twice missed, completely in the clear and feet short of touchdowns, Rute's passes by inches. On a third attempt, a 37-yard toss to Gantt connected, but the half ended before another play could start.

## DUKE'S HOPES BLASTED IN THIRD QUARTER

The third quarter, however, dissipated any such thinking. Gene Gray came out of nowhere to run 24 yards to Duke's 31, but he would still have gone nowhere if it hadn't been for a devastating block by George Peters. The remaining 31 yards were taken care of by one play when George Zelllick took Dethman's pass and out-ran Siegfried to score standing up. Again Simas converted to give the Beavers a 14-7 advantage.

It was the infuriated Blue Devils' turn then, and back they came to even the count. Immediately after the ensuing kickoff Lach gave the crowd, now in better spirits because the sun had started to peek through the clouds, a demonstration of how an All-American can act by ripping off 39 yards to Oregon State's 25 on a reverse. He would have scored but Joe Day was not to be pushed out of the picture. He hung on doggedly and finally got his man. After two more plays and a first down, a penalty was inflicted that was to test the Beavers' mettle to the very core. It was called for unnecessary roughness. Duke was given a first down one yard shy of scoring territory. Siegfried tallied on the first play and Tom Prothro converted to make the score 14-all. Taking their cue almost seconds later, the Beavers refused to be discouraged and again moved out to set the pace. The trick

(Continued on Page 30)



HERE'S YOUR SOUVENIR 50-YARD LINE PASADENA ROSE BOWL TICKET

(Continued from Page 1)

## Coronation Scene as Queen's Reign Over Winter Season Opens



**I**N PASADENA'S impressive Civic Auditorium, Victory Queen Dolores, flanked by her royal Court, Tournament of Roses bandmen and servicemen, received her crown from King James K. Ingham, Tournament vice-president. She then knighted Kay Kyser, grand marshal of the symbolic Tournament for Victory. In the background are seen flags of all American republics, the festival's original theme having been "The Americas in Flowers." Thousands of persons danced later at the Queen's ball, indicating that in the spirit of Tournament for Victory, Pasadena's winter activities continue on schedule. Next day there followed for Her Majesty and Court a veritable round of holiday engagements, including both social and patriotic occasions.

# Tournament's 1942 "Joken Parade" Moves Down Route on Schedule

LONG Colorado Street, lovely Pasadena's Rue de la Paix, there was no panoplied procession of the 53rd annual Tournament of Roses this New Year's Day. Reviewing stands that had been erected for the thousands of parade onlookers were empty. There were few persons, few automobiles, on the street where usually, at the time, the street is jam-packed from wall to wall, with only the lane for the parade remaining. Still, to keep alive the Rose Tournament tradition, Victory Queen Dolores and the princesses of her Court traversed the line of march, in a car surmounted by a Victory V, and preceded by trumpeters. The Queen and her entourage constituted a "token parade"; a memory and a new promise of a total Victory.



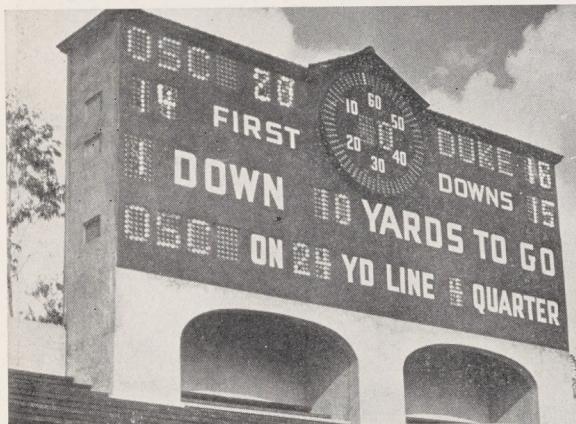
## 'FRIENDS OF THE ROSE BOWL'

(EDITOR'S NOTE—Between halves of the Duke-Oregon game, "four old friends of the Rose Bowl" broadcast from Pasadena. Their script, a magnificent tribute to the Tournament tradition, follows in full.)

(AFTER STATION BREAK) **HAL:** This is Hal Reynolds saying Happy New Year from the Rose Bowl in Pasadena, California. I'm happy because I'm listening to the game back there in Durham and feeling mighty glad that the Duke gang is doing such a great job in carrying on the tradition of the Rose Bowl Game . . . You know it gives a man a funny feeling to listen to those happy crowds and the noise and excitement back there and be sitting here—in the NBC booth atop the rim of the stadium where I can look down and see the playing field marked in white and its long rows of circular seats—empty. Empty, and yet—it's almost as if I can hear the ghostly echo of cheering fans. A great pageant of crowds and people and memories rises up from the deserted Rose Bowl as I sit here, alone, on January 1, 1942. Memories of the first nationwide broadcast to come from this NBC booth . . . And out of the past comes the voice of Don Wilson. I remember each year how he painted vivid word pictures of the games—there was one year in particular—1932—I can hear him now. (FADE) 70,000 fans were avidly watching a classic gridiron struggle between Tulane and U. S. C. I can hear Don saying— (BOARD FADE)

**DON:** Tulane is now huddling on their own 14-yard line . . . it's 3rd down and 7 yards to go . . . All right . . . Tulane breaks out of the huddle up to the line of scrimmage . . . there's the shift with Don Zimmerman, Tulane speed burner in the tailback. He gets the ball and reverses it to Glover . . . Glover starts around left end . . . he's being hemmed in back there by the whole left side of the Trojan line . . . Pinckert and Mallory are pinching him off . . . BUT he gets away . . . up to the forty . . . THERE he reverses his field again . . . He's out in the open on the Trojan 40 . . . The Trojans are moving in AND he's nailed on the Trojan 18-yard line by Larry Stevens . . . USC guard . . . (FADE) A 56-yard run and what a beauty . . . I've never seen anything like it in Rose Bowl History . . . (AFTER WILSON SPOT)

**HAL:** Uhuh, I remember how



the purple hills of Pasadena resounded with the mighty cheers of football followers that day, and each New Year's Day that followed. I remember January 1, 1941 . . . a beautiful sunny California day, the Rose Bowl filled to overflowing with 90,000 jubilant spectators. True the world had its heartaches and cares, but they were across the broad Atlantic. No cause for anxiety here, where happiness and laughter were abundant. I can hear the voice of Ken Carpenter describing to the vast NBC audience the color— (FADE) and tradition of this 1941 game between the University of Nebraska and California's great Stanford University. (BOARD FADE)

**KEN:** (INSERT CARPENTER SPOT) (FADE IN)

**CARPENTER:** And coming into the stadium now is the huge Tournament of Roses Band—their scarlet and gold uniforms brilliant against the dark green of

(Continued on Page 30)



Left to Right: Ken Carpenter, Queen Dolores, Don Wilson, C. Hal Reynolds.

## DURHAM'S GREATEST THRONG

BY MAX COLWELL

DURHAM, N. C., Jan. 1—This hospitable southern community has had two great days in its history which the populace and their children will never forget. First there was the day that James B. Duke, the tobacco king, gave the city 90 million dollars to build a university and then there was the day that Pasadena's Rose Bowl game was moved across the continent.

Transfer of the historic Pasadena football classic from Rose Bowl to Duke's Stadium not only preserved the continuity of these east-west encounters, but it suddenly shoved the spotlight of national attention upon the usually reserved community of Durham.

Durham citizens blinked at the brightness of the spotlight but did not falter in carrying out the program nearly as it would have been in Pasadena. While Durham entertained the largest throng of visitors ever to grace this city, it could not be compared to Pasadena's customary million and a half, except perhaps in noise and enthusiasm.

Some complain of dense traffic in Pasadena on New Year's Day but Pasadena's 52 years of experience was something Durham could not gain in two weeks. Durham had extra police, yet the traffic problem was terrific. Thousands holding game tickets started for the bowl during the early hours of the morning. Barbecue pits were dug on the Duke campus and lunch was served to the populace in good old southern style.

Pasadena's customary sunny weather prevailed until morning, when mist began to fall. Durham borrowed California's term "unusual" while Oregon State hopes mounted with the prospect of a damp turf.

The football crowds were not dressed like Rose Bowl customers. Queer little carpet caps and bright red ear muffs were in vogue. Souvenir salesmen almost outnumbered ticket holders. Several fist fights occurred when one over-enthusiastic salesman put buttons on the market reading "beat Hitler and Oregon State."

Just before game time, the republic of Mexico, which had intended to distribute orchids and gardenias to Pasadena throngs, sent an airplane with roses for President Robert McCurdy to distribute. As roses here sell for 25 cents each, the Pasadenaans had no difficulty giving them away.

The Kick-off Luncheon in Durham and breakfast in Pasadena, so ably handled at this end by "Rube" Samuelsen, Pasadena sports editor, adjourned in a stampede. Technical difficulties prevented the broadcast from the Pasadena Masonic Temple from reaching the crowd in the Washington Duke Hotel. Those attending ran to their radio sets to hear a recording rebroadcast a little later.

Bill Stern, chief National Broadcasting Company sports announcer, who handled the nationwide game broadcast, told North Carolina folks the Rose Bowl game, whether held in Pasadena or loaned to Durham, is the chief sports event of the year so far as his company is concerned. "We have broadcast this game since 1927 and we would give up any other program on the air before we would lose the Tournament of Roses game," said Mr. Stern.

Between halves combined bands of Duke and North Carolina University, normally deadly rivals, interpreted band stunts which Audre Stong and the Tournament of Roses Band had prepared for the Rose Bowl. Blue prints of the marching formations and copies of the original Pasadena song arrangements, mailed here a week ago, were carried out in detail.

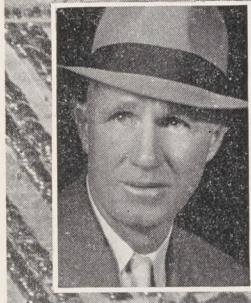
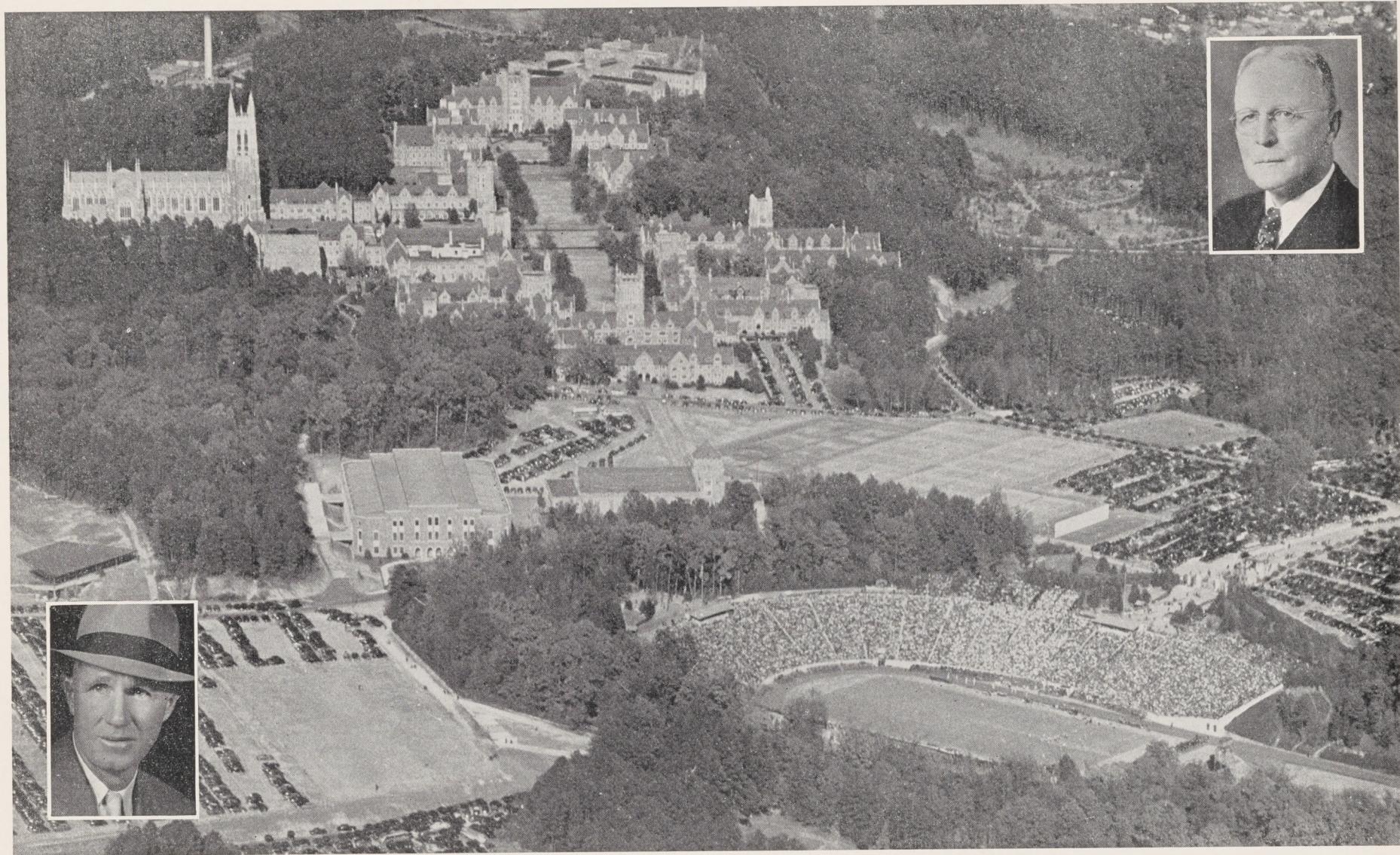
In Duke's stadium, increased for today's classic from its normal 35,000 capacity to 56,000, were scattered vacant seats. Scalpers were caught with hundreds of unsold tickets. One man, who purchased \$2,200 worth of tickets, spot cash, was selling \$4.40 pasteboards for \$1.00 each. The scalpers' plans to reap a harvest on the game was thwarted when an old Durham law was uncovered, prohibiting the sale of tickets for more than the regulation price. And what the old Durham law didn't cover, the rain did. In the end there were few takers for the remaining, if any, one dollar bargains.

Durham did everything to capitalize on the occasion but, as southern gentlemen would do, they made no effort to conceal the fact that it was really Pasadena's party held in a new location.

### ★ ★ ★ WILL ROGERS' HORSE

One of the most memorable of Rose Tournament floats was one entitled "Will Rogers' Horse," in the 1937 parade. It was a floral tribute to the memory of the famous American humorist, whose tragic death in an airplane accident in Alaska had occurred some time before. The float depicted a beautiful white horse, made of flowers; its head bowed, the saddle, draped with flowers, empty. In the foreground was an American flag, in flowers, a token of Will Rogers' patriotism, his country's love of him. In the same parade Laguna Beach, noted for its art colony, presented a floral concept of an artist's portrait of Will Rogers.

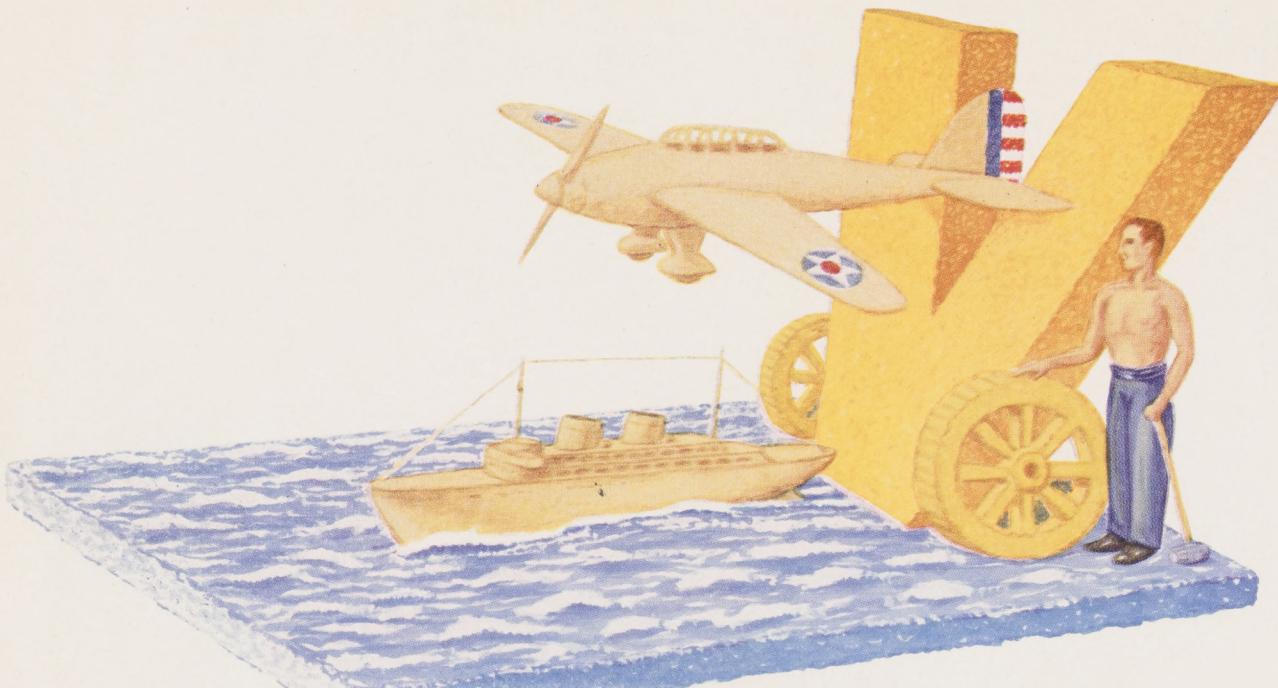
# Duke Campus Becomes the Scene of Rose Bowl Football



**THIS WAS THE SETTING, IN DURHAM, N. C., of the 1942 Tournament of Roses football game, transferred to the home of the Eastern competitor in the contest by the exigencies of wartime precautions on the West Coast. In the background are the Duke University buildings; in the foreground, the college stadium where the Oregon State College team, Pacific Coast Conference**

champions, beat the Dukes. Inset, below: Wallace Wade, Duke's football coach. Inset, above: Dr. Robert L. Flowers, president of Duke University. Tournament of Roses officials, present at Durham, were high in their praise of Duke's staging of the famous classic, to which they played host for first time. A true Rose Bowl spirit on New Year's Day was reminiscent of Pasadena's own.

# *Refrain of American Solidarity Echoed in Flowers*



ON THIS page are presented three more concepts of beautiful floral floats that were intended to sweep majestically through Pasadena's chief avenue on New Year's Day. Like other presentations of the kind, these pictures are of designers' sketches. At the left, the entry from Los Angeles, Pasadena's buxom neighbor. Below, left, the entry of Pasadena Merchants' Association. Below, right, the entry of the City of Compton. In all there would have been more than sixty gorgeous floats in the 53rd Tournament of Roses, a magnificent testimonial of hemisphere friendship.



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## ROYALTY CHANGES ROLES

WHEN the Tournament of Roses was changed to the Tournament for Victory, Queen Dolores Jean Brubach and her six princesses were assigned new duties and new titles. Rose Queen Dolores became the Victory Queen and the Princesses of her Court were assigned as follows:

Helen Creahan became the Princess of the Armed Forces. Patricia Lee is carrying on as Princess of Agriculture for Defense. Doris Burns is the Princess of Defense Stamps and Bonds. Barbara Forbush is Princess of Civilian Defense. Clare Blackwell carries the title, Princess of Health and Welfare. Patricia Wiseman serves as Princess of Industry for Defense.

Members of the Royal Court were chosen from the student body of the Pasadena Junior College, every girl in the school being eligible to enter the contest, which each year is the highlight of student events.

The Tournament for Victory will long be remembered, because of the splendid manner in which virtually everyone in the city cooperated. Suggested by Lee M. Merriman, the idea was immediately adopted by the Tournament of Roses Association. The idea of the Tournament for Victory is enunciated in the preface of this book.

The Queen's Breakfast went ahead on schedule as the first event of the Tournament for Victory.

Committees carried on and plans matured for the coronation of the Queen in the Civic Auditorium.

The kick-off luncheon, the day before the annual New Year's Day Football Game, was changed to a Victory kick-off breakfast, given under the auspices of the Pasadena Kiwanis Club and the Durham, N. C., Kiwanis Club, linked by radio.

Best of all were reports from the banks and the post office of tremendous sales of Defense Stamps and Bonds. Pasadenaans and other Southern Californians responded to the call of the Tournament for Victory by buying more and more bonds, and far and wide went the new slogan of the Tournament over the land.

So, in spirit, the Tournament of Roses carried on in Pasadena, while the Rose Bowl football game, of necessity transferred to Duke University's campus, helped also to keep Tournament history unbroken. Tournament officials, led by President Robert M. McCurdy, carried the torch to Durham, and the nationwide hookup of the National Broadcasting Company linked Durham and Pasadena on New Year's Day. Max Colwell and R. C. Samuelsen of The Star-News and The Post staff represented these newspapers.

Meanwhile, from throughout the nation, came congratulations voiced by mayors, governors and defense officials, commanding Pasadena's devotion to Victory

and her demonstration that Southern California continues as host to vacationists. Yes, the roses, still abloom, extend their winter invitation in the same old way.

*Compliments*

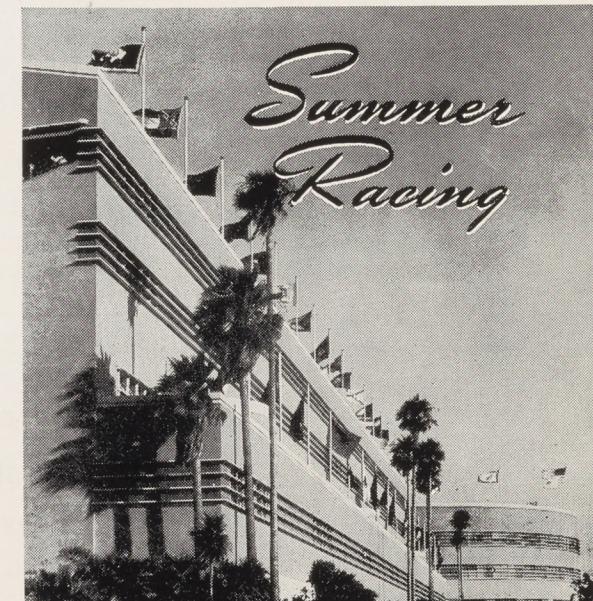
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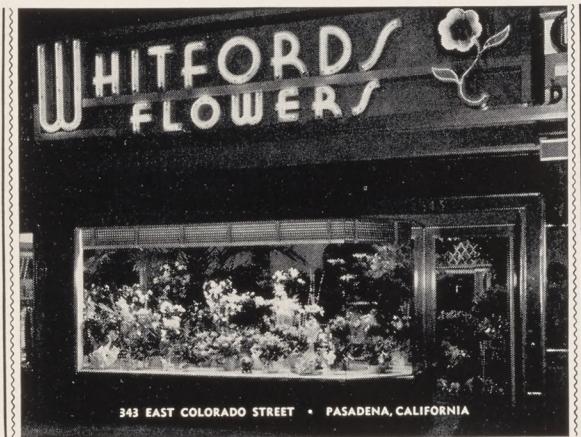
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## THRILLS AND SPILLS

THRILLS galore featured the early day Tournament of Roses sports programs at Tournament Park when Roman chariot races were held. Football, which succeeded the chariot races as the sports event on New Year's Day, is always exciting but nothing could be more thrilling to a holiday crowd than eight thoroughbred horses pounding down the track under the skillful guidance of charioteers.

Thousands of persons who attended the races at Tournament Park from 1904 to 1915 will recall the thrills they experienced when the shouts and applause caused high strung horses to run away.

E. T. Off, a former president of the Tournament of Roses, in the first race of the 1906 Tournament, was pitched out of his chariot when his horses ran away. He had a narrow escape from death.

The Pasadena Star, in recounting the race, states that when the horses ran away "a caballero, grasping the situation, rushed for the maddened horses, grasped at the reins of the nearest animal, which veered, threw itself on the pole of the chariot which precipitated Mr. Off with great violence to the ground after hurtling him many feet into the air. The chariot was wrecked and the infuriated animals dashed on, but were stopped by caballeros a half mile away."

In the first of the chariot races held in 1904, Mac Wiggins, driving four spirited horses, was the winner, defeating F. E. Turner. The old Star of Jan. 1, 1904, describes the race as follows:

"Mr. Wiggins led off from the first and carried his lead till the home stretch when it seemed that Mr. Turner was gaining on him. The crowd rose with intense excitement to see the finish, but the hopes of Mr. Turner's friends failed to materialize, Mr. Wiggins holding his own and winning the heat by a good lead."

The record for the half mile was established in the races of New Year's Day, 1911, by C. E. Post in 1 minute and 50 seconds.

D. M. Linnard, a former president of the Tournament, was a chariot racer of the early days and thrilled the crowds with his driving. Other drivers whose names are recalled from memories of the past are Revel English, Elmer Hogoboom, E. B. Cornell and E. J. Levengood.

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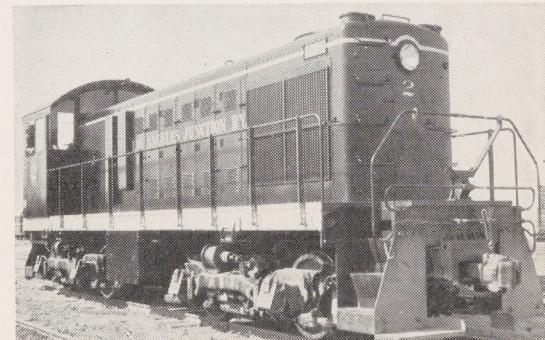
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## Fete Survived Two Wars Before This

By GRAHAM BERRY

THE Tournament of Roses has survived two wars before this one—the Spanish-American conflict and World War I—as well as Southern California's worst flood in modern times, the 1933 deluge. Through these and other crises the parade had gone on, before increasingly large throngs of spectators.

One of the Tournament's greatest handicaps was the flood of 1933, when waters pouring down Chevy Chase Canyon cut Pasadena off from Glendale and other cities to the northwest. Glendale's beautiful float was re-routed through Los Angeles and South Pasadena, arriving in Pasadena at the last minute. The float, by the way, won the sweepstakes award. True to her royal tradition, the Queen, wearing a rain cape, rode on her float. At the last moment, skies cleared and "Tournament Luck" held again. A record throng was present.

Of the 52 Tournaments held until this year, rain affected only three. The first time was in 1910, when the parade was postponed until noon. Afternoon sports were postponed a week that year. Again in 1916, when football games were resumed as the big Tournament sports event, rain held down the crowd. This game, played at Tournament Park between Washington State and Brown University, put the Tournament of Roses in the hole financially. Tournament officials got together and individually pledged funds to make up the deficit.

It was back in 1898, eight years after the first Tournament of Roses, that the first big difficulty was encountered. This was rather a pleasant difficulty—the Tournament was getting too big for the Valley Hunt Club, its founder, to handle. There weren't enough club members to put in the full time required for the thousand and two details. This hurdle was overcome by the founding of the Tournament of Roses Association. Membership was \$3.

Lack of public interest in the "picnic sports" of the early Tournaments caused a crisis in 1901. Alert to meet this trouble, the Tournament Association organized the first east-west football game here in 1902. At this well attended contest Michigan walloped Stanford 49 to 0.

This was the only grid contest until 1916. There were several years of chariot races in between.

During World War I the Tournament overcame two big hurdles, the war itself and the influenza epidemic. In 1918 and 1919, just after the intersectional football games had been introduced, all the football athletes were in the armed services. The resourceful Tournament Association arranged intersectional grid games between the army, navy and marines.

In 1921 the crowds got too big for Tournament Park during the game, so the Tournament tackled this problem. Result: the Rose Bowl, the first game being played in 1923.

There have been many other "unsurmountable difficulties" that Tournament officials overcame.

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after the statue which stands in Washington, required 7,500 roses, 10,000 violets, 80,000 chrysanthemums. Flesh-colored rose petals, some carnation petals, were used for Lincoln's face; hair and beard were of water hyacinth roots. The float was 34 feet long, 17 feet wide, 15 feet high. The City of Pasadena never competes for Tournament prizes; the competition is for others.

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## 'Friends of the Rose Bowl'

(Continued from Page 18)

the turf. They're marching over to this side of the bowl where they'll take their places to represent the University of Nebraska. The Stanford Band is already in its place over there and the student contingent from Palo Alto is rapidly filling the section reserved for them.

Nearly every seat in this immense concrete oval is occupied by now — visitors from every state in the Union joining with Southern Californians to greet the New Year in the Rose Bowl — (FADE) — traditional climax to the nation's grid season and the beginning of another year in sports. (AFTER CARPENTER SPOT)

**HAL: (ON FULL MIKE) (MUSING)** Another picture that comes to my mind as I sit here, dreaming, is the one of the Tournament of Roses Queen and her Court of lovely ladies . . . Each year they lead the parade through the flower-decked streets of Pasadena. This year, though the Rose Bowl is deserted, tradition remains. Only last Monday night (FADE) our lovely Queen Dolores was crowned at the annual Coronation Ball. I remember she said—

**DOLORES: (FADE IN)** This is the happiest moment of my life. I don't know how to thank you all. And in accepting this crown may I say that no Queen in the world rules over a more beautiful and more time-honored festival than I do. And as Queen may I ask each of you, my subjects, to enter into our Parade of Victory. The parade will consist of Defense Bonds and Defense Stamps, generous donations to the Red Cross, the War Chest, and your cooperation in making certain America's Victory in this War for Freedom! (FADE) Join me now in this Parade for Victory. Make it the greatest Pageant of Personal Sacrifice America has ever known.

**HAL: (ON MIKE)** Tradition . . . yes, our Rose Bowl has lots of it. And one of the greatest traditions of all . . . one that will live forever in the memory of each Rose Bowl fan. Each January first, 90,000 spectators join in a fitting finale to a memorable day. But on this January first, 1942, there are not 90,000

## Beavers Thump Duke 20-16

(Continued from Page 15)

was turned on a 68-yard pass play, Dethman to Gray, who cleverly out-maneuvered Leo Long and Moffat Storer in snagging the ball and ran the remaining 25 yards to score. (Wirephoto on Page 14.) Simas' attempted conversion was blocked, leaving the count 20 to 14.

Duke registered its other two points following Lach's best punt, the ball going out of bounds on Oregon State's 3. Standing in punt formation, Durdan fumbled Quentin Greenough's center pass and was nailed by Mike Karmazin, rated the second best tackle in Duke history, behind his own goal line for a safety.

The game was all but over and it belonged to Oregon State. Wade, in the final minute, sent in his ace passing duo, Rute and Gant, to duplicate the Nave - Krueger act of 1939 but this was in vain. Just before the gun sounded, Dethman inter-

cepted Rute's last pass. So ended another "Rose Bowl" game.

The statistical chart revealed that the two teams were as evenly matched as the score indicated. Duke had 15 first downs to Oregon State's 14, while the Beavers held a slight edge, 302 to 295, in net yardage gained. Of those totals, 222 yards were gained through rushing and 73 from passes by Duke, while the ratio in the Beaver's case was 154 and 148, in the same order. Duke attempted 16 passes to Oregon State's 15, both completing five. In kicking, the average favored Oregon State, 47.8 to 46.4. Four Blue Devil passes were intercepted against the Beavers' two. Duke

(Continued on Next Page)

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fumbled three times and Oregon State once. The Beavers were jubilant after their triumph, but virtual physical exhaustion prevented enthusiastic expressions. Never given the credit they deserved, their main comment contained this vindictive thought, "I guess that'll show those know-it-all writing guys." Duran, late in leaving the field, was all but mobbed by well wishers and finally, dead tired, had to be carried to the dressing room.

The Beavers declared that the Blue Devils blocked and hit harder than any other team they faced last season and bruises on display emphasized the point. After dressing, the Duke players called at the Oregon State dressing room en masse and escorted the Beavers to their dormitory dining room as dinner hosts. It was strictly a players' party, even coaches being excluded.

Wade, upon visiting the Beavers' dressing room, congratulated Captain Martin Chaves and Coach Stiner, telling them they "had a great team and certainly deserved to win, the way they played." They did. And once again, a Rose Bowl game result proved the mistake of saying a team has no chance. Say it strongly enough and often enough, and the maligned team never fails to pull an "upset."

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(197) Lloyd Wickett	L. T.	Mike Karmazin	(192)
(239) Bill Halverson	L. G.	Tom Burns	(183)
(183) Quentin Greenough	C.	(Captain) Bob Barnett	(193)
(191) Martin Chaves (Captain)	R. G.	Pete Goddard	(168)
(207) Bob Saunders	R. T.	Bob McDonough	(204)
(183) Norman Peters	R. E.	Alex Piasecky	(188)
(194) George Peters	Q. B.	Thompson Prothro	(210)
(185) Bob Dethman	L. H.	Tom Davis	(182)
(182) Don Duran	R. H.	Steve Lach	(190)
(187) Joe Day	F. B.	Winston Siegfried	(181)

Average weights: Oregon State—Line 196, Backfield 184½, Over-all 192. Duke—Line 187, Backfield 188½, Over-all 187½.

Score by quarters: 1 2 3 4 Total  
Oregon State ..... 7 0 13 0 — 20  
Duke University ..... 0 7 7 2 — 16

Scoring: Touchdowns—Oregon State: Don Duran, George Zellick, Gene Gray. Duke Univ.: Steve Lach, Winston Siegfried.

Safety—Duke University.

Points after touchdowns—Oregon State, Warren Simas (2); Duke University, Bob Gant, Thompson Prothro.

Substitutions: Oregon State—Ends, Warren Perryman, Leland Gustafson; tackles, George Bain, Stanley Czech; guards, Frank Parker, Orville Zielaskowski; center, Boyd Clement; backs, Warren Simas, Gene Gray, Everett Smith, Bob Libbee, Lewis Shelton. Duke University—Ends, Luther Dempsey, Bob Gant; tackles, Bob Nanni, Clyde Redding; guards, Jake Poole, Jimmy Lipscomb, Blake Fawcett; center, Bob Beatty; backs, Leo Long, George Bokinsky, Bobby Rute, Moffat Storer.

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For the first time, almost within the memory of living men an empty Colorado Street greeted New Year's Day, but a "token parade," visualizing the spirit of the Tournament for Victory, moved down the line of march on time.

Intent that by no deed or act should the spirit of the military request be violated, no organized parade, even on minute scale, was permitted by Tournament of Roses officials.

But in a private car, with a banner and trumpeters, Victory Queen Dolores and her Defense Princesses traveled the parade route, largely unnoticed by the few pedestrians.

At the war memorial flagpole at the Orange Grove intersection later in the day a little band of musicians, boys who with their skill had helped make the Tournament of Roses band famous, gathered.

Led by Jack MacLeod, they formed a V for Victory and, playing martial music and singing "Strong Hearted Men," they strode through the downtown section. Motorists, catching the spirit of the "token parade," tagged along behind or paused at intersections to let the handful procession pass.

Unauthorized but valiant, these boys kept Pasadena's tradition of 53 annual Rose parades unbroken. Marching bandsmen included Jacob Oberlies, Rodney Woodruff, Hugh Denslow, Darrell Meaders, Hugh Woodruff, Gordon Johnson, Arthur Nelson, Robert Padderson, Jack MacLeod, Robert Schottle, James Moore, Allen Ahlman, Spencer Kingman, Joe Goddard, Harold White, Wayne Tappan.

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## *The Spirit of '76*

"THE SPIRIT OF '76," a picture which has stirred the hearts of American patriots for the greater part of a century, was painted during the Centennial Year, 1876, and exhibited at the Philadelphia Exposition by Archibald M. Willard, of Cleveland, O., who had been the color bearer of his regiment, the 88th Ohio, during the Civil War. Hugh Mosher, as fifer; his father as drummer, and the young son of Gen. J. W. Devereaux, as drummer, posed for the picture, representing three generations of Minute Men of the Revolution. The picture is in Abbott Hall, Marblehead, Mass., placed there by Gen. Devereaux as a tribute to his native city.



## *The Spirit of '42*

IN THESE critical times when our freedom is threatened by ruthless proponents of ideologies repugnant to a peace and liberty-loving people, The Pasadena Municipal Light & Power Department takes this means of bringing to mind the heroic spirit of our forefathers, which did not shrink from the defense of liberty. In this Pasadena Tournament of Roses, whose theme is "The Americas in Flowers," the Light & Power Department, Pasadena's civic industrial enterprise, reminds all lovers of freedom of Daniel Webster's immortal words: "God grants liberty only to them who love it and are always ready to guard and defend it."

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